Technology in Rural Transportation

A recent study documented more than eighty proven, cost-effective, "low-tech" solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:

Learn all about the simple solutions on the Internet at http://inform.enterprise.prog.org

The simple solutions report is available from Hau To at (503) 892-2533, or email: to@crc-corp.com

Mayday Systems

Overall goal:	To implement a system that will evolve into scalable deployment and identify and resolve institutional issues that surround Mayday implementation.
Technical approach:	In 1995, Mn/DOT developed a concept, implemented, tested and subsequently evaluated its Mayday Plus project through a unique public-private effort. The goals of this 11 county project were: 1. To help resolve institutional issues concerning the necessary exchange of information between public and private emergency service providers. 2. To evaluate the technical enhancements required to fully automate collision and severity notification at an acceptable cost. 3. To assess the commercial viability of motorists' emergency call services utilizing state-of-the-art positioning and communications technologies. 4. To promote national and international standards for information exchange relating to advanced emergency call systems. Mayday Plus integrated global positioning, in-vehicle sensors and digital and cellular phone technology.
Current status:	Mn/DOT is seeking to identify new opportunities to continue the development of its Mayday system. Interest at the national level to further pursue ITS implementation in public safety efforts has provided funding for a national field operational test of Mayday involving the commercial sector.
Location / geographic	Southeastern Minnesota (11 county area surrounding Rochester).

U.S. Department of Transportation
Federal Highway Administration

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scope:	
Agencies involved:	This project brought together numerous stakeholder agencies with Mayday interests in the form of a public/private partnership, including Minnesota Department of Transportation (Mn/DOT), Minnesota State Patrol District 2100 (MSP 2100), Mayo Clinic including the Mayo Emergency Communication Center (MECC), Gold Cross Ambulance, and Emergency Room and Trauma Center, Veridian Engineering, Midwest Wireless Communications, Cellular 2000, Rural Metro Medical Services (Rural Metro), American Automobile Association (AAA) of Minnesota/Iowa, and Castle Rock Consultants (the independent evaluator). Throughout the project, these partner agencies (the Core Group) met at least once a month. This project provided considerable insight into the needs of medical response agencies and law enforcement response agencies as they relate to Mayday.
Cost information:	$3,000,000
Key contacts:	Farideh Amiri, Project Manager, (651) 296-8602
Have goals been achieved?	While the project was evaluated as a success, more research is needed to address the issues surrounding Mayday infrastructure.
Solution timeline:	The six-month evaluation of the Mayday Plus system commenced in August 1999, the final evaluation report was completed in March 2000.

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